

10. A method of saving power in an OLED display device, comprising:

a) providing an OLED display having pixel sites with colored light emitting elements and white light emitting elements, the white light emitting element being at least twice as efficient as at least one of the colored light emitting elements;

b) converting at least a portion of a digital color image signal to a power saving digital image signal using the white light emitting elements; and

c) driving the OLED display with the power saving digital image signal.

al
coml.